



# Pricing your WordPress Projects for Profit

Hosted by: BRET PHILLIPS

# **Featured Guests**

**Judi Knight (ATL)**

**Victor Ramirez (NYC)**

**Danny Peavey (ATL)**



**SIDEWAYS  
EIGHT**



## Bret Phillips

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Started own WordPress Development company in 2009.

Merged with Sideways8 in 2016 taking on Sales and Marketing role.

Co-Organizer

- Atlanta WordPress Meetup
- WordCamp Atlanta.

International Committee for 48in48.

<http://sideways8.com>





## Judi Knight

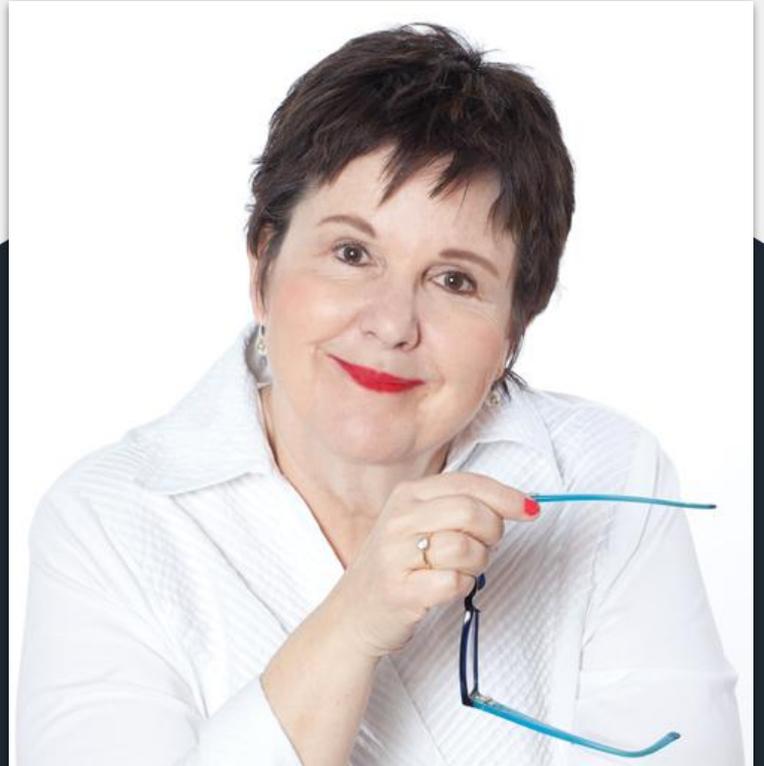
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Founded New Tricks Web Design and Marketing, in 2008.

Worked with over 250 clients with price points from 5k to 75K.

One of the original organizers of the Atlanta WordPress Meetup and WordCamp Atlanta.

<http://newtricks.com>





## Victor Ramirez

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Founder of An Abstract Agency – a WordPress focused marketing technology agency.

Since 2006, has consulted hundreds of SMB's and large companies such as Square, Dropbox, WeWork, and IBM.

<http://anabstractny.com>





## Danny Peavy

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Founded One Week Website after a frustrating experience spearheading a website redesign for his family's HVAC company.

10 years in Enterprise Sales for IT.

Sold IT Solutions to Fortune 1000 companies like IBM, Apple, and Hewlett Packard.

<https://oneweekwebsite.com>





## PRICING FOR PROFIT

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How do you answer this question?

**"I need a website, how much does  
that cost?"**





**How do you get the ‘real’ budget  
from a potential client?**





# Hourly vs Flat Rate Pricing





# Value Based Pricing



# **What's the difference between pricing as a Freelancer and pricing as an Agency?**





**How much would you recommend a  
freelance “WordPress Guru” (not  
writing code) charge per hour?**





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Beginner freelancer: **\$25-\$40** per hour

Intermediate freelancer: **\$40-75** per hour

Good, experienced freelancer: **\$75 – \$125** per hour

Excellent, in demand freelancer: **\$125 – \$175** per hour

Specialist, best in industry: **\$175 – \$400** per hour

- Pulled from Post Status



**How much would you recommend a  
staffed agency charge per hour?**





## PRICING FOR PROFIT

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Small market **general** agency: **\$50 – \$75** per hour

Medium market **general** agency: **\$75 – \$115** per hour

Medium market **reputable** agency: **\$115 – \$150** per hour

Medium market **high end** agency: **\$150 – \$175** per hour

Large market **reputable** agency: **\$150 – \$175** per hour

Large market **high end** agency: **\$175 – \$250** per hour

Large market **best in industry** agency: **\$200 – \$275** per hour



## **80/20 Rule**

**Cost of Goods & Labor = 20% of Price**

**Profit = 80% of the Price**





## PRICING FOR PROFIT

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Hourly Rate = **\$25** (Your time / Contractor time)

On Boarding, Discovery, Content = **8 hours**

Design & Development = **24 hours**

Project Management = **4 hours**

Quality Assurance = **4 hours**

Total = **40** hours X **\$25** = **\$1,000** (Cost of Time and Labor)

**\$1,000 / .20 = \$5,000**



**Do you charge Rush fees?**

**If so how do you figure out cost?**





**How do you avoid the ‘good buddy’  
discount?**





**Do you need to offer more services to  
increase your prices?**





# How can you avoid 'low balling' yourself?





**As you grow and increase your pricing, how do you manage referrals from previously low cost projects?**





**How can you tap into a new group of customers at that higher price point?**





**I've capped my pricing in a small market, what do I do?**





**Does pricing matter if you plan to sell  
your agency?**





## PRICING FOR PROFIT

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# Resources

<https://poststatus.com/wordpress-website-cost/>

<http://howmuchdoesawebsiteco.st/>

<https://casabona.org/2018/04/how-much-does-it-cost-to-build-a-wordpress-website>

<https://webpagefx.com/How-much-should-web-site-cost.html>



# Thank you.

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